

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

**IMMEDIATELY RETURN LIKE IT IS TO ITS ORIGINAL HOUR FORMAT IN TIME FOR  
BLACK HISTORY MONTH**

As a regular viewer and strong supporter of "Like It Is", I am outraged at the decision of WABC-TV to cut the format of this highly esteemed public service/news program to a half hour show in order to insert "Inside Stuff", a quasi sports, entertainment and sometimes situation comedy offering, in the space originally allotted for WABC-TV's lone Black public affairs program. I find the decision an insult to our community, offensive to our intelligence, and humiliating to the program's producer.

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Print and Sign Zuberi Madu Zuberi Madu  
Address 232 Waverly Place South Orange  
NJ 07079

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Print and Sign Lakeisha Law  
Address 230 Mount Vernon Pl. 9N  
Newark N.J. 07106

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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President and General Manager  
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Print and Sign Queen Khadijah Prister

Queen Khadijah Prister

Address 152 NORMAN Rd. Apt. 11

NEWARK, N.J. 07106 - 973-230-4656

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Print and Sign

Address

PAMELA MUHAMMAD. Pamela Muhammad  
168 Washington St Apt 210  
Brooklyn New York 07003

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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President and General Manager  
WABC-TV  
7 Lincoln Square  
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Print and Sign SAMUEL NASH E-MAIL -glorious.kingsun@yahoo.com  
Address 220 MT. VERNON PL.  
NEWARK N.J. 07106 973-727-9395

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Print and Sign

Alice Riley

Address

423 Alden St.

Orange, NJ 07050

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Address

14 WAYNE

AVE.

F.D.

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Address

Rev. Dennis M. Dugan, Rev. Dennis M. Dugan  
133 LIVINGSTON RD Lindie NT 07036

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Print and Sign EARL BEST Earl Best, Street Doctor  
Address P.O. BOX 28225  
NEWARK, N.J. 07101

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

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Address

Laura Daniels  
P.O. BOX 754  
Canby, New Jersey 07065

cc: Anne M. Sweeney, Co-Chair Disney Media Networks; David Stern, Commissioner of the NBA

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

re: the Preemption of ½ hour of "Like It Is" for "NBA Inside Stuff"

It has come to my attention that adidas has sponsored advertising on the show "NBA Inside Stuff."

I am alerting the sponsors of this show to an issue that could potentially negatively impact the sales of their products. WABC-TV and Disney has shown great insensitivity to its viewers of African descent by preempting one half hour of the award winning public affairs program "Like It Is," which is committed to helping society examine affairs through an authentic African American perspective, for a half hour of "NBA Inside Stuff."

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Jashrum Myers  
Name (print) and date

signature

address

Jashrum Myers  
38 Scherer Avenue

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

**Ross McMullin,**  
**PRESIDENT & CEO**  
**adidas America**  
**PO Box 4015**  
**Beaverton, OR 97076**

re: the Preemption of ½ hour of "Like It Is" for "NBA Inside Stuff"

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Sakranat, Myra 12/22/04  
Name (print) and date

signature \_\_\_\_\_

38 2010-11-12  
address

NEWARK, N.J. 07102

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

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SAKINA ABDUSALAM 12/23/2000  
Name (print) and date

Sakina Abdusalaam  
signature

112 Richelieu Terr; Newark, N.J. 07106  
address

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

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PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

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Bernard Gregory 12/22/04  
Name (print) and date

B. Gregory  
signature

78 Woodland Ave  
address

East Orange, NJ 07017

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

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William Wilson 12/21/04  
Name (print) and date

William Wilson  
signature

130 BELMONT ST.  
address

ENGLEWOOD, NJ 07631

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Ross McMullin,  
PRESIDENT & CEO  
adidas America  
PO Box 4015  
Beaverton, OR 97076

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Cecil Owens 12/22/04  
Name (print) and date

signature

address

cc: Dave Davis, President of WABC-TV; Anne M. Sweeney, Co-Chair Disney Media Networks

Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, NY 10023

**RETURN *LIKE IT IS* TO ITS ORIGINAL 1 HOUR FORMAT!**

As a regular viewer and strong supporter of "Like It Is" I am outraged at the decision of WABC-TV to cut the format of this esteemed public service/news show to ½ hour, in order to expand the time allotted for sports and entertainment. How insulting!

"Like It Is," with its award winning host and producer Gil Noble, has served the American public for the past 34 years with timely and critical analysis of the political, economic and cultural issues that shape our lives. Serving the mandate of the Kerner Commission, which called upon the media to provide greater representation of people of color and the various issues and viewpoints that make up this country's ethnic diversity, "Like It Is" has offered a unique and most needed opportunity for people to examine current affairs through an African American perspective. To date it is the longest running African American produced television program in the US and has produced the largest body of programs and documentaries on Black Americans.

Today many of the gains that people of color have made in media broadcasting are being reversed. Racial diversity in media ownership and representation in the news rooms is in decline. The fact that "Like It Is" is one of the only regularly scheduled Black programs produced at WABC-TV, coupled with your station's decision to first try to eliminate the program and then to slash the time format, reflects this dangerous and disturbing trend.

Again, I call upon you to return "Like It Is" to its original hour format. I am very aware that Disney owns ABC. While I will always support this program, if this reasonable request is not granted, I will find other ways to express my displeasure via my network viewing habits and my purchasing power. And I will encourage others to do the same. There are many ways in which my community can register its displeasure pertaining to your insensitivity to the audience that "Like It Is" serves.

Signature

Address

*George - Prescott*  
*118 GRUMMAN AVE*  
*NEWARK, N.J.*

Date

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

**IMMEDIATELY RETURN LIKE IT IS TO ITS ORIGINAL HOUR FORMAT IN TIME FOR  
BLACK HISTORY MONTH**

As a regular viewer and strong supporter of "Like It Is", I am outraged at the decision of WABC-TV to cut the format of this highly esteemed public service/news program to a half hour show in order to insert "Inside Stuff", a quasi sports, entertainment and sometimes situation comedy offering, in the space originally allotted for WABC-TV's lone Black public affairs program. I find the decision an insult to our community, offensive to our intelligence, and humiliating to the program's producer.

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Print and Sign

Address

Danielle Smith  
19 Synott Place  
Newark, NJ 07106

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign

Lisa Belle      Lisa Belle  
Address 20-1012 Newport Pkwy  
Jersey City, NJ 07310

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign

Kathleen E. Durand

Address

238 Bayview Avenue

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign

Judith Roberts 

Address

1865 Kennedy #102  
D.C. NJ 07305

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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BLACK HISTORY MONTH**

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"Like It Is", with its multiple award winning producer and host Gil Noble, has served its viewers for over the last 34 years with timely and critical analysis of the political, economic and cultural issues that shape our lives and brings pride and self-esteem to our community. I find the decision to reduce the program is an attempt to diminish its capacity and continuity to provide thorough information within an hour, without having to resort to a new week-to-week serial context. The historic Kerner Commission called upon the media to provide greater representation of people of color in general and the Black community in particular by airing various issues and viewpoints that make up this country's ethnic diversity, "Like It Is" has offered a unique and most needed opportunity for people to examine current affairs through an authentic African-American perspective. To date it is the longest running African-American produced television program in the U.S. (which previously had given both WABC-TV and the ABC Network considerable praise in the Black community) that has produced the largest body of programs and documentaries in this country on the African experience in the U.S., Caribbean and even Africa itself.

Today, many of the gains that people of African ancestry have made in media during the past three decades are being systematically reversed. Racial diversity in media ownership and representation in the newsrooms is in decline. The fact that "Like It Is" is one of the only regularly scheduled Black programs produced at WABC-TV out of 168 hours of airtime a week, coupled with your station's decision to first try to eliminate the program and then in lieu of that slash the time format, reflects a dangerous, frightening and disturbing trend.

Again, I call upon you to return "Like It Is" to its original hour format. We are very much aware that Disney, an entertainment conglomerate, owns ABC and its news and public affairs department. While I will always support "Like It Is" and Gil Noble, I feel that if these reasonable requests are not granted, I will be forced to find other ways to express my displeasure via my network viewing habits and my purchasing power. I will encourage others to do the same. There are many ways in which my community can register its displeasure pertaining to what we feel is your insensitivity to the audience that "Like It Is" serves. And as Black History Month is fast approaching, and as "Like It Is" always does special programming to honor this month, it is even more urgent that you return the show to its original hour immediately. If this show is not returned to its one hour format in time for Black History month, I will without hesitation use the options mentioned above.

Print and Sign

Address

REX D. REED Rex D. Reid  
107 Claremont Ave  
Jersey City NJ 07305

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Print and Sign

Address

Melissa Holloway  
38 Storms Ave  
Jersey City, NJ 07306

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Address

Krystal Hicks - Krystal Hicks  
2164 Woodward St.

Mr. Dave Davis  
President and General Manager  
WABC-TV  
7 Lincoln Square  
New York, New York 10023

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Lydia Harmon King

Address

65 West 13th Street  
Bayonne N.J. 07002